



WCPO

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ORDER

Print Date 10/03/12

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Flight Dates 10/02/12-10/08/12

Contract / Revision 311562 /

Original Date / Revision
10/03/12 10/03/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Product

Candidate. OFA Sked A 10.2-10.8.1

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1537

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-8

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	187	\$51,569.50	\$60,670.00	0.00	10/01/12	10/08/12	187	\$51,569.50	\$60,670.00
Totals	187	\$51,569.50	\$60,670.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WCPO	10/02/12	10/08/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	22332--	:30	12	\$70.00	P-8	0.00	NM	12	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/02/12	10/08/12	22332--		12		\$70.00		0.00					
2	WCPO	10/02/12	10/08/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	22233--	:30	12	\$125.00	P-8	0.00	NM	12	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/02/12	10/08/12	22233--		12		\$125.00		0.00					
3	WCPO	10/02/12	10/08/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	45555--	:30	24	\$200.00	P-8	0.00	NM	24	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Hiatus Dates

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Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
3	WCPO	10/02/12	10/08/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	45555--	:30	24	\$200.00	P-8	0.00	NM	24	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	45555--					24	\$200.00		0.00			
E 4	WCPO	10/06/12	10/06/12	SA 5-6am SA 5-6am	CM	5-6a	-----S-	:30	2	\$50.00	P-8	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-----S-					2	\$50.00		0.00			
5	WCPO	10/06/12	10/06/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	2	\$70.00	P-8	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-----S-					2	\$70.00		0.00			
6	WCPO	10/06/12	10/06/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$175.00	P-8	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-----S-					1	\$175.00		0.00			
7	WCPO	10/06/12	10/06/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	2	\$160.00	P-8	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-----S-					2	\$160.00		0.00			
E 8	WCPO	10/07/12	10/07/12	SU 5-6am SU 5-6am	CM	5-6a	-----S	:30	3	\$50.00	P-8	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-----S					3	\$50.00		0.00			
9	WCPO	10/07/12	10/07/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	2	\$75.00	P-8	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-----S					2	\$75.00		0.00			
10	WCPO	10/07/12	10/07/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$175.00	P-8	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-----S					1	\$175.00		0.00			
11	WCPO	10/07/12	10/07/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	2	\$190.00	P-8	0.00	NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-----S					2	\$190.00		0.00			
12	WCPO	10/02/12	10/08/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	11211--	:30	6	\$125.00	P-8	0.00	NM	6	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	11211--					6	\$125.00		0.00			
13	WCPO	10/02/12	10/08/12	M-F 10-11a Right This Morn M-F 10-11a	CM	10-11a	11211--	:30	6	\$100.00	P-8	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	11211--					6	\$100.00		0.00			
14	WCPO	10/02/12	10/08/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11121--	:30	6	\$185.00	P-8	0.00	NM	6	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	11121--					6	\$185.00		0.00			
E 15	WCPO	10/02/12	10/08/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	6	\$150.00	P-8	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					6	\$150.00		0.00			



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WCPO	10/02/12	10/08/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	6	\$150.00	P-8	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					6	\$150.00		0.00			
16	WCPO	10/02/12	10/08/12	M-F 1-2p M-F 1-2p	CM	1258-2p	12111--	:30	6	\$150.00	P-8	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	12111--					6	\$150.00		0.00			
17	WCPO	10/02/12	10/08/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	11111--	:30	5	\$600.00	P-8	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--					5	\$600.00		0.00			
18	WCPO	10/07/12	10/07/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$800.00		0.00			
E 19	WCPO	10/02/12	10/08/12	M-F 3-4p 3-4pm Katie	CM	3-4p	MTWTF--	:30	5	\$200.00	P-8	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-TWTF--					5	\$200.00		0.00			
20	WCPO	10/02/12	10/08/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	11211--	:30	6	\$280.00	P-8	0.00	NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11211--					6	\$280.00		0.00			
21	WCPO	10/02/12	10/08/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	22211--	:30	8	\$275.00	P-8	0.00	NM	8	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	22211--					8	\$275.00		0.00			
22	WCPO	10/02/12	10/08/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	11112--	:30	6	\$300.00	P-8	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11112--					6	\$300.00		0.00			
23	WCPO	10/02/12	10/08/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	11122--	:30	7	\$350.00	P-8	0.00	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11122--					7	\$350.00		0.00			
24	WCPO	10/07/12	10/07/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$225.00	P-8	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$225.00		0.00			
25	WCPO	10/02/12	10/08/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	12111--	:30	6	\$400.00	P-8	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	12111--					6	\$400.00		0.00			
26	WCPO	10/02/12	10/08/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	11211--	:30	6	\$465.00	P-8	0.00	NM	6	\$2,790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11211--					6	\$465.00		0.00			
27	WCPO	10/06/12	10/06/12	SA 7-730p SA7-730P	CM	658-730p	-----S-	:30	2	\$200.00	P-8	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-					2	\$200.00		0.00			



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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
27	WCPO	10/06/12	10/06/12	SA 7-730p SA7-730P	CM	658-730p	-----S-	:30	2	\$200.00	P-8	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-					2	\$200.00		0.00			
28	WCPO	10/06/12	10/06/12	SA 730-8p SA730-8P	CM	730-758p	-----S-	:30	2	\$200.00	P-8	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-					2	\$200.00		0.00			
29	WCPO	10/08/12	10/08/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$2,000.00	P-8	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----					1	\$2,000.00		0.00			
30	WCPO	10/08/12	10/08/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$1,000.00	P-8	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----					1	\$1,000.00		0.00			
31	WCPO	10/02/12	10/02/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$1,200.00	P-8	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-T-----					1	\$1,200.00		0.00			
32	WCPO	10/02/12	10/02/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-T-----					1	\$800.00		0.00			
33	WCPO	10/02/12	10/08/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$800.00	P-8	0.00	NM	2	\$5,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--W----					1	\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WCPO	10/02/12-10/08/12		Wednesday Prime C		10-11p	--W-----	:30		(\$800.00)		0.00	NM		
See MG 33.2,33.3															
[debate 9-11pm; use inv code POLITICAL DEBATES is wanted]															
2	WCPO	10/02/12-10/08/12		Political Debates		7-11p	MTWThFSaSu	:30		(\$5,500.00)		0.00	NM		
Ⓜ See MG 33.4															
[The debate is on Wednesday]															
3	VCPO	10/02/12-10/07/12		M-SU 11p Late News		11-1135p	-TWThF--Su	:30		\$450.00		0.00	NM		
Ⓜ MG for 37.5,33.1															
4	VCPO	10/03/12-10/03/12		Political Debates		7-11p	--W-----	:30		\$5,500.00		0.00	NM		
Ⓜ MG for 33.2 10/02															
34	WCPO	10/04/12	10/04/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	---T---					1	\$800.00		0.00			
35	WCPO	10/05/12	10/05/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$3,100.00	P-8	0.00	NM	1	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	----F--					1	\$3,100.00		0.00			
36	WCPO	10/07/12	10/07/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$4,000.00		0.00			

